

My name is Matthew Maginley and I have worked as a media analyst and buyer for Fortune 500 companies at major advertising agencies for 15 years.

Cross ownership limits are necessary for reasons having to do with accuracy of content and fair competition. Relaxing the ownership limits, which includes the number of media outlets within a market, and the percentage of national coverage will reduce the accuracy of single source reporting for journalists and producers. Additionally, advertising rates will increase due to dearth of competition.

I urge the FCC to carefully review the effect of media mergers in relation to accuracy of content and competitive pricing of ad rates before modifying current guidelines.

Thank you,
Matthew Maginley